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Take no one's word but your own

as to the advantages of any one cigarette for patients with congestion of the respiratory tract

THE published studies on cigarette differences are merely a starting point. It is only when doctors make their *own* tests . . . on their *own* patients who smoke . . . that they are fully convinced of PHILIP MORRIS superiority.

That is why we suggest that *you* try PHILIP MORRIS on *your* patients. Your findings will confirm the published studies* which showed that:

ON CHANGING TO PHILIP MORRIS CIGARETTES, EVERY CASE OF IRRITATION OF THE NOSE AND THROAT DUE TO SMOKING CLEARED COMPLETELY OR DEFINITELY IMPROVED.

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*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154. Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

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Source: https://www.industrydocuments.ucsf.edu/docs/lhlk0000

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